CLAIM AMENDMENTS

Claim 1 (twice amended)   A reinforced-learning system employing a series of printed visible representations of concepts to be learned by repetitive visual exposure thereto, said system comprising:

(a)   a normally portable common personal use article that a user has occasion to observe at multiple times during the course of the user's normal public or business activities outside the home, having a visible surface;

(b)   a transparent window on said surface;

(c)   a pocket carried by said article behind said window; and

(d)   a plurality of cards, each carrying at least one of said representations, said cards sized for insertion into said pocket such that said one representation is visible through said transparent window.

Claim 2 (twice amended) A reinforced-learning method for instilling a plurality of concepts in the mind of a user, said method comprising:

(a)   providing a plurality of cards, each said card carrying a visible representation of one of said plurality of concepts;

(b)   inserting a first one of said cards into a pocket carried by a normally portable common personal-use article that a user has occasion to observe at multiple times during the course of the user's normal public or business activities outside the home,

said pocket having a transparent window visible to said user formed therein,

said pocket be sized to accommodate one of said cards;

(c)   repetitively observing said first card and replacing it with another of said plurality of cards; and

(d)   repeating steps (b)-(d), using other cards of said plurality of cards.

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CLAIM AMENDMENTS (continued)

Claim 3 (new) The system of Claim 1, wherein said personal use article is a member selected from the group consisting of purses, briefcases, book covers, backpacks, handbags and attache cases.

Claim 4 (new) The method of Claim 2, wherein said personal-use article is a member selected from the group consisting of purses, briefcases, book covers, backpacks, handbags and attache cases.